

MAKE FRACKING TRANSPARENT!

**FRACKING CAN PROVIDE YOU WITH A JOB,
BUT AT THE COST OF YOUR FAMILY'S
HEALTH.**



Nevis Bold

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abcdefghijklmnopqrstuvwxyz
1234567890

C 0/ M 20/
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Anti – fracking campaign, which aims to communicate and educate the masses of the danger and the after affects of hydraulic fracturing in the UK, (Activist campaign).





MAKE FRACKING TRANSPARENT!

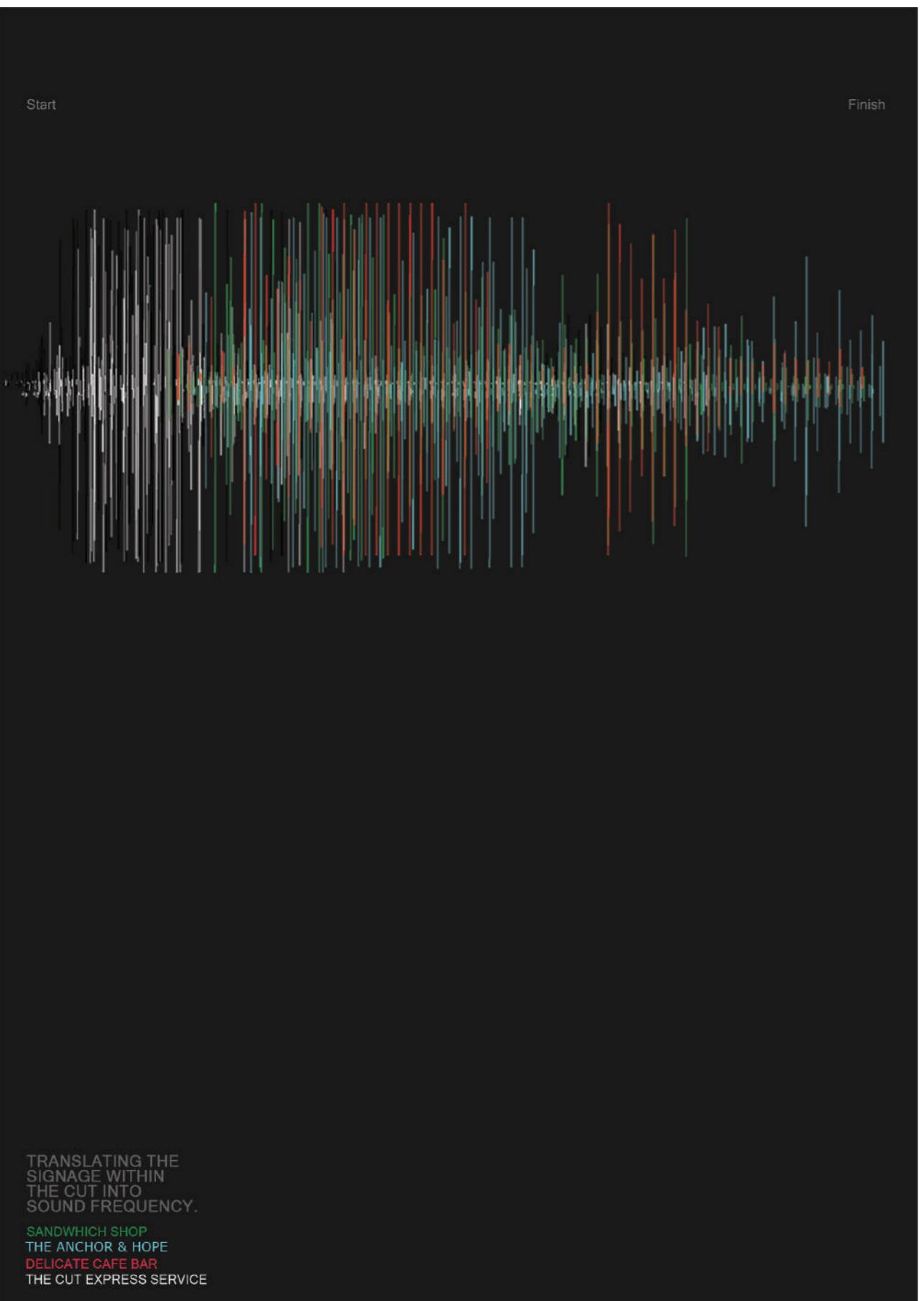
FRACKING CAN PROVIDE YOU
WITH SAFE EMPLOYMENT BUT IT
CAN ALSO CONTAMINATES YOUR
WATER WITH CHEMICALS.



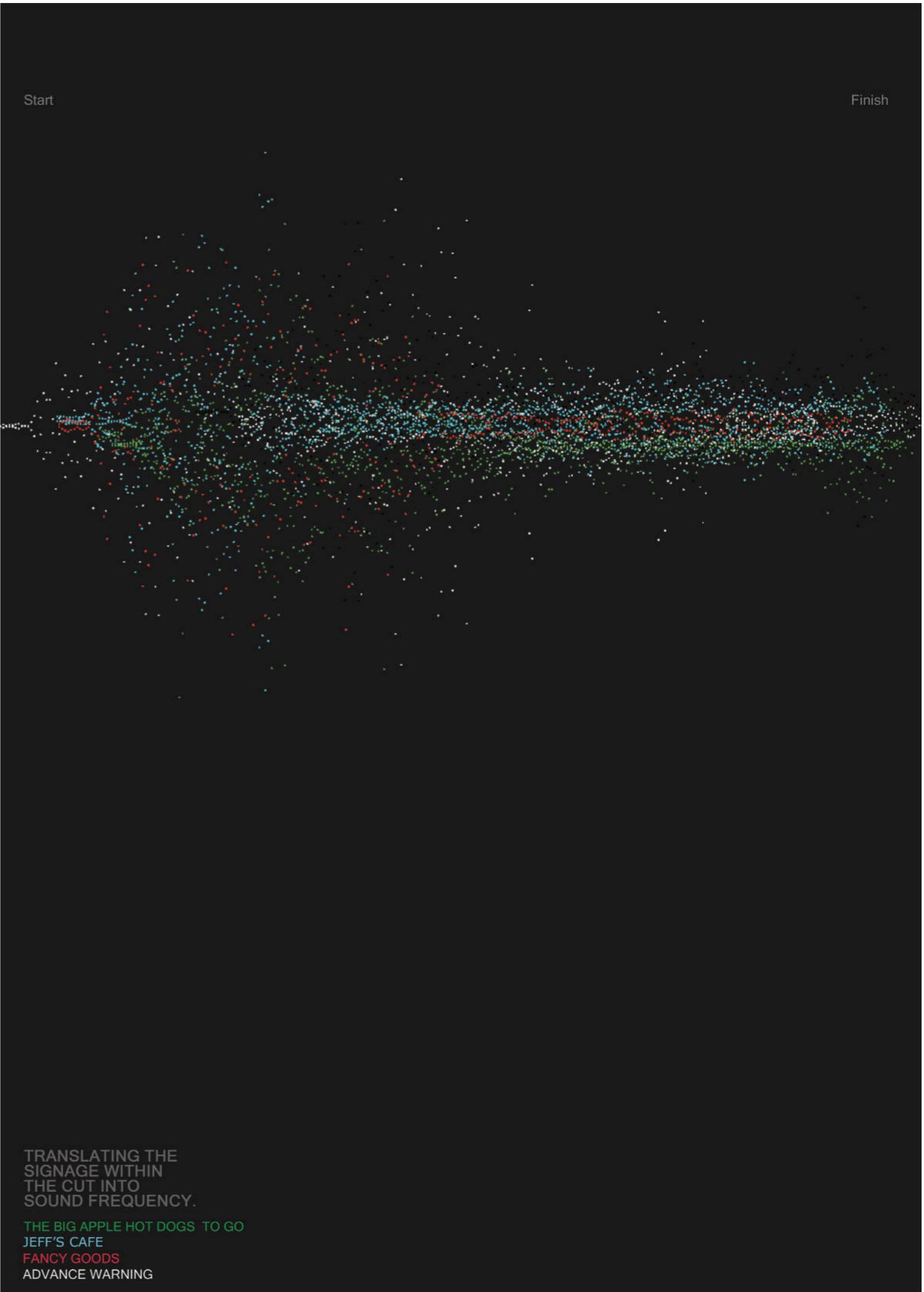
MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU
WITH SAFE EMPLOYMENT BUT IT
CAN ALSO CAUSES HARMFUL
TREMORS AND EARTHQUAKES TO
YOUR ENVIRONMENT.





Exploring the typographic signage in Southwark london (the cut), whilst using sound waves to represent each sign and the density of the populated area.



CIRCUS

©CBS

Start

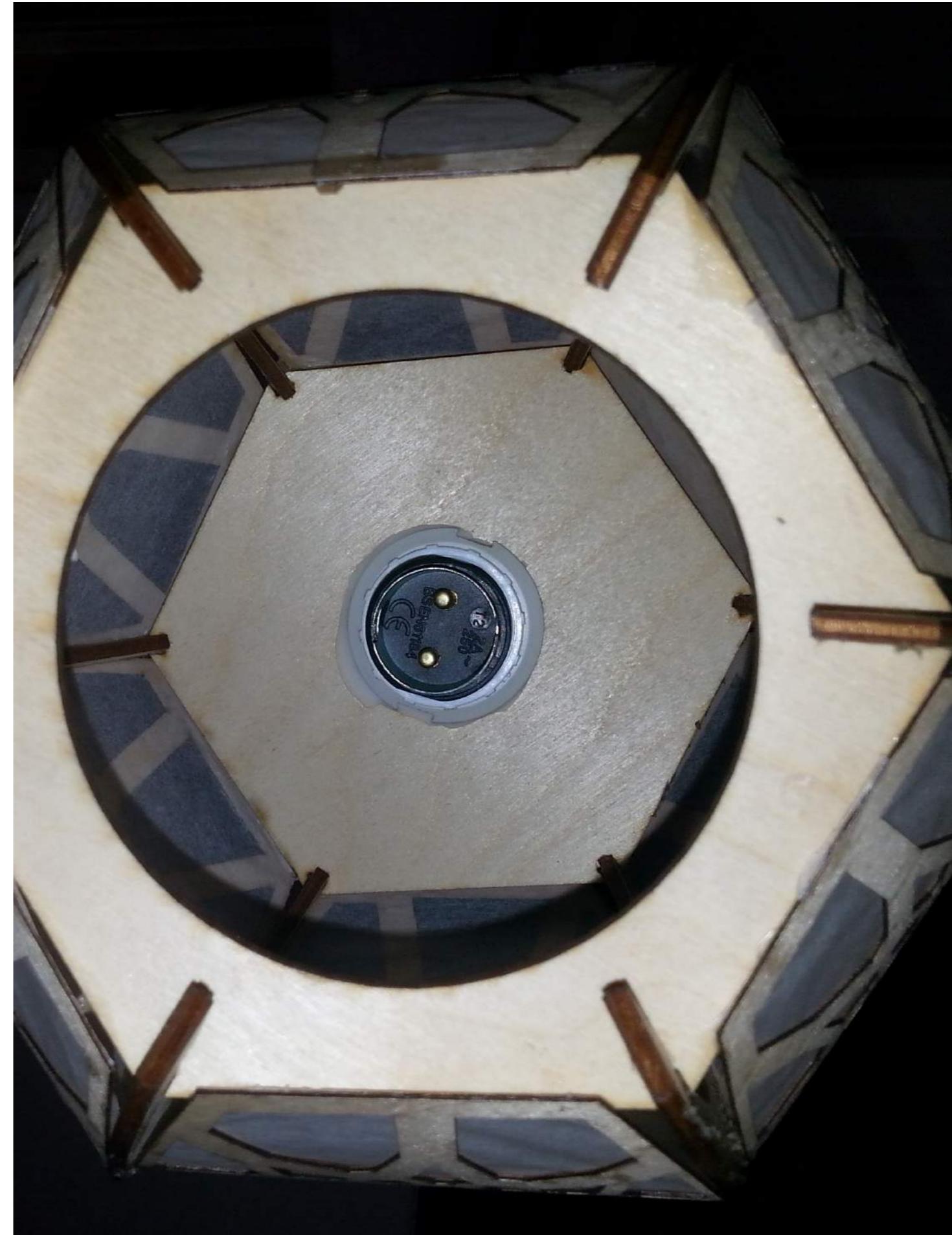
Finish

TRANSLATING THE SIGNAGE
WITHIN THE CUT INTO
SOUND FREQUENCY.

THE BIG APPLE HOTS TO GO
JEFF'S CAFE
FANCY GOODS
ADVANCE WARNING

tang!night

Using the psychological and therapeutic characteristic of the colour orange to create night-light for children who find it hard to go to sleep, branded as tang-night, inspired by the tangerine fruit.







1



2



3

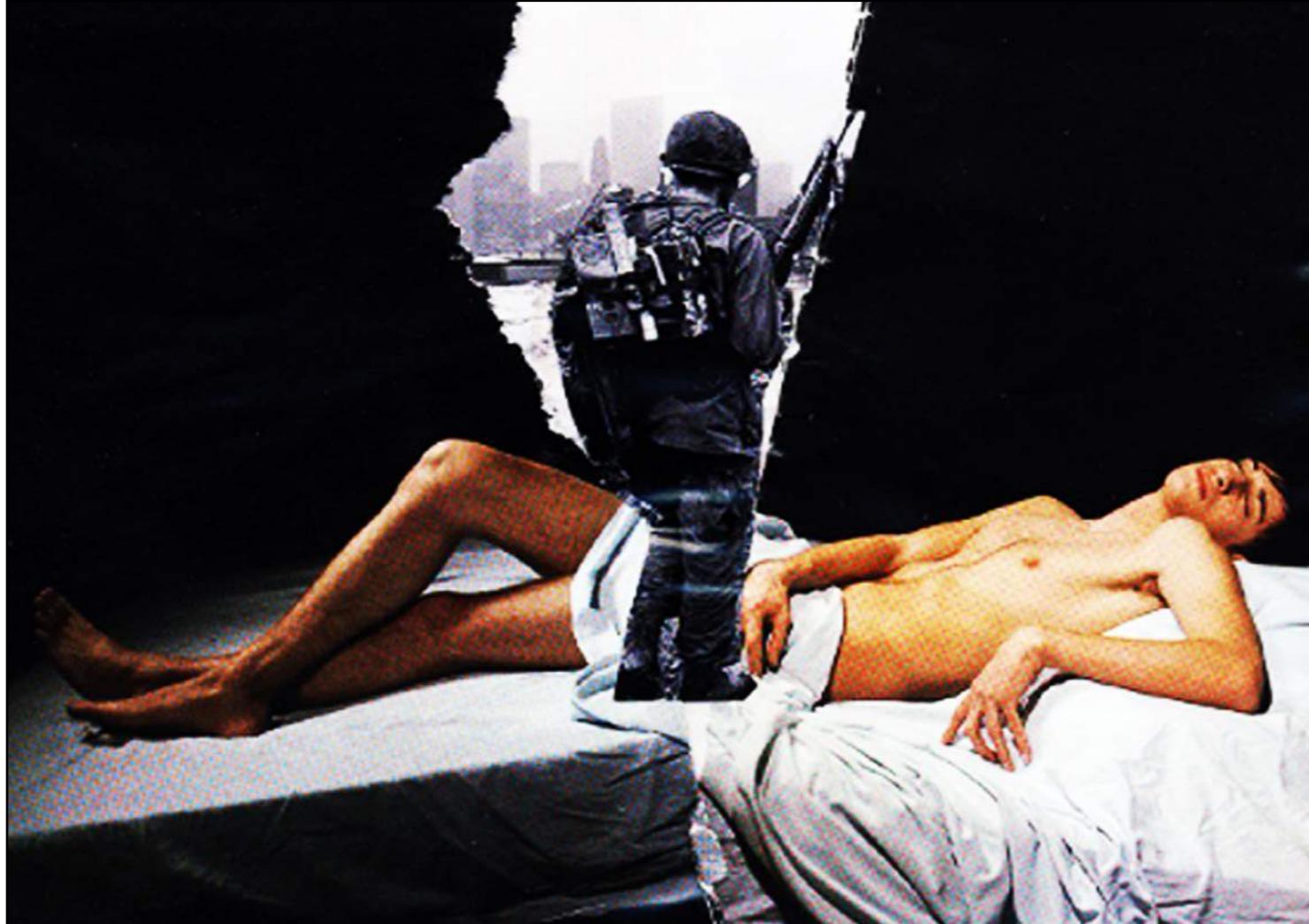


Surrealistic postcards created based on the various war stories found and submitted to the imperial war museum, Croydon musuem, along side pawn shops during the time period of "WW1 & WW2", exhibited at Ravensbourne university.

1 "Our eyes now began to feel irritated. All and sundry commenced to vomit. I heard several men complain about the pain in their eyes, some even complained of going blind; one by one these fellows made their way to the First Aid Dressing Station. The stream of men increased, those who could see led the way while the others formed a queue behind, each one placing his hands on the shoulders of his predecessor for guidance..."

2 "Popped up against a wall was a dozen men - all gassed - their colours were black, green and blue, tongues hanging out and eyes staring - one or two were dead and others beyond human aid, some were coughing up green froth from their lungs - as we advanced we passed many more men lying in the ditches and gutterways - shells were bursting all around".

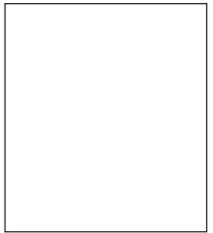
3 "It is utterly impossible to describe one's feelings during the hours of waiting for 'zero hour' - the mind is full of wild thoughts and fancies etc which are utterly beyond control. Recollections of friends and dear ones, places we have seen and known and different phases of life all seem to pass in review before one's eyes and one is recalled to the bitter realities of the moment by the officer's voice."



TO:

A WAR TIME STORY

"A man who could smile and laugh in the face of adversity and in the presence of death was a man of incalculable worth. The morale of the army was kept up by those men who smiled."





Critical mass was printed and distributed throughout the UAL campus and across five selected areas in London. A Project which was built on collaboration, and multiple disciplines, each page has a different story to tell selected by the student.

EVOLUTION OF NEEDS

1954 - 2014

Physiological

Physiological needs are the physical requirements for human survival.

With their physical needs relatively satisfied, the individual's safety needs take precedence and dominate behavior.

After physiological and safety needs are fulfilled, the third level of human needs is interpersonal needs which involves feelings of belongingness.

All humans have a need to feel respected; this includes the need to have self esteem and self-respect.

This level of need refers to what a person's full potential is and the realization of that potential.

Love & Belonging

Family
Friendship
Sexual Intimacy

Health
Family
Employment
Property

Water
Food
Sleep
Sex

Physiological

Self-esteem
Confidence
Respect

Morality
Lack of Prejudice
Problem Solving
Creative

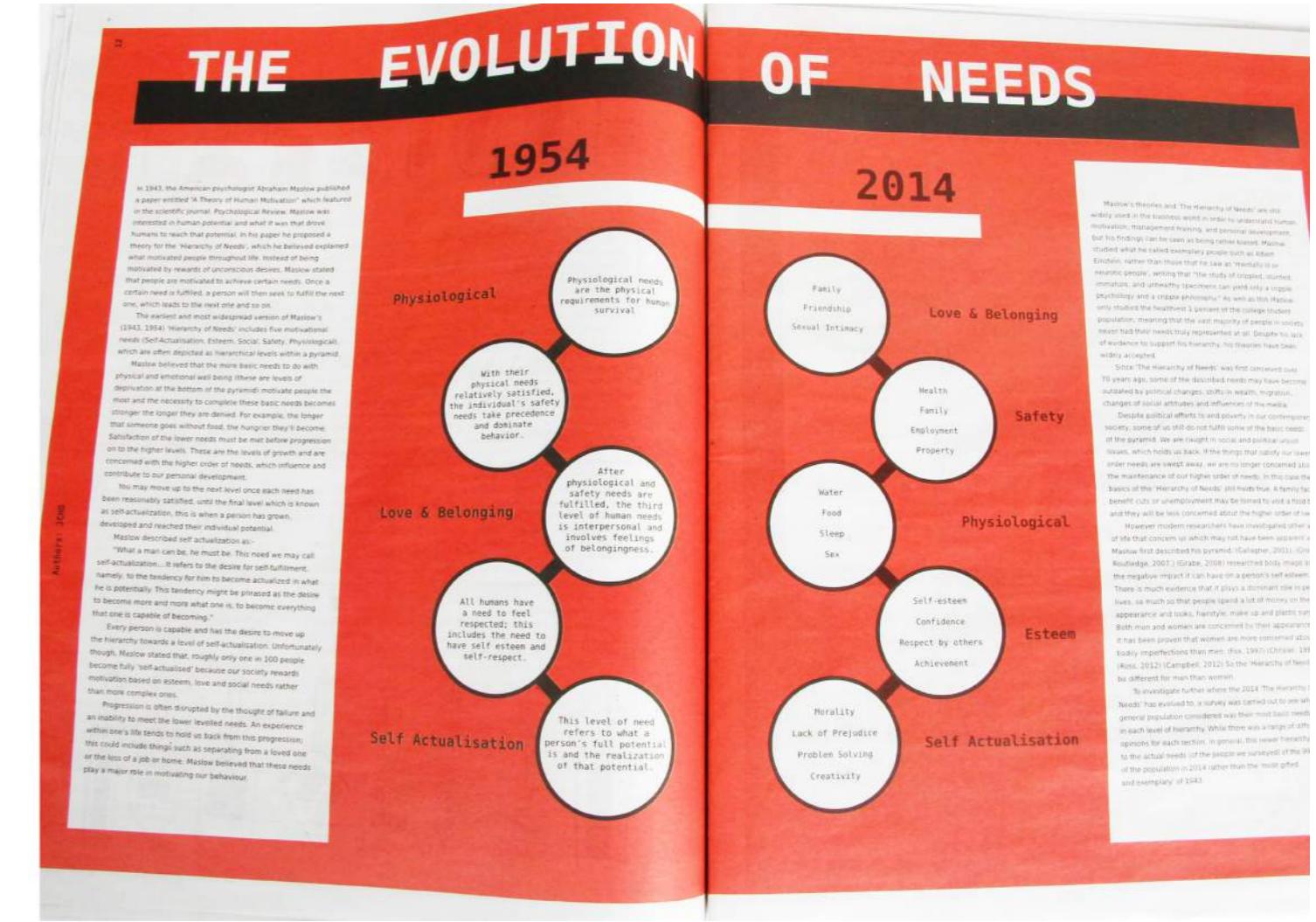
Self Actualisation

published which featured what was drove posed a being slow stated to fulfill the next of Maslow's motivational, within a pyramid, levels of motivate people the basic needs becomes rarer they'll become et before progression levels of growth and are which influence and once each need has level which is known son has grown, potential.

This need we may call desire for self-fulfillment, become actualized in what it be phrased as the desire is, to become everything

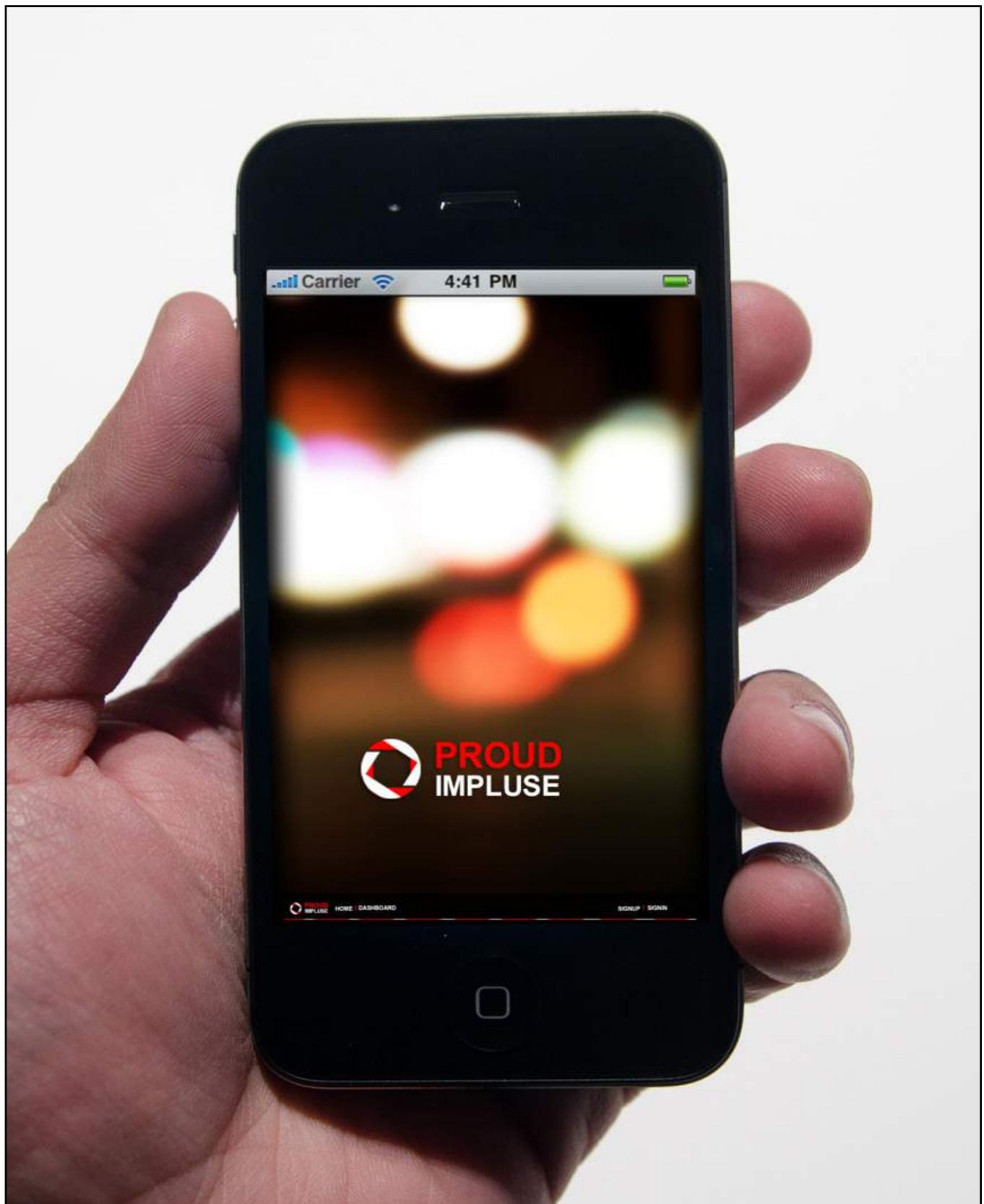
as the desire to move up self-actualisation. Unfortunately only one in 100 people cause our society rewards

led by the thought of failure and revelled needs. An experience us back from this progression; as separating from a loved one Maslow believed that these needs behaviour.





Designing and creating a branding scheme for a customer relationship management group, website and mobile design (UX/UI)







**PROUD
IMPLUSE**